

July 1st

Ten Cents

Maclean's

Can. Nat. Magazine

CARTIER
JULY + 1534



This Issue:

Lieut.-Colonel George A. Drew—"R.T.L."—Fiction For All

Just so you can be sure—

NOW you can be sure. Sure you are getting gasoline and motor oils of the finest quality. Sure you are buying from a dealer who has your best interests at heart.

Buy where you see this red-white-and-blue Imperial oval sign. It is put up for your protection.

Ten thousand selected dealers sell Imperial products because they believe no one else has the equipment and experience to make gasoline and oils of Imperial quality.

Imperial Oil has confidence in these dealers. They have confidence in Imperial Oil. A great company and a great network of dealers working together for your protection.

The red-white-and-blue Imperial oval sign, wherever you see it, is the mark of a good—and a safe—place to buy gasoline and motor oils.

IMPERIAL OIL LIMITED



McGraw-Hill Magazine July 3, 1936



H. J. HEINZ CO. Buys . . .

INTERNATIONAL TRUCKS

HEINZ famous "57 VARIETIES"

NOW RIDE IN INTERNATIONAL
2-TON AND 3-TON TRUCKS
OF PROVED ECONOMY

THE great pure food house of H. J. Heinz Co. has come to grips with trucking men. They use hundreds of trucks, their problem is common to all. They have to haul—and the hauler has to feel that to International.

Every year H. J. Heinz Co. put right new orders of four trucks makes on a competitive basis. For seventeen months these trucks worked under exactly similar conditions. At the end of the period, the International trucks still work the lowest cost of operation. They had used 2.4 cents per mile compared with the next best truck, and 5.7 cents per mile compared with the truck operating at highest cost. Additional trucks were bought, further tests were made, and International was still higher in favor. The results in extensive use impresses the Heinz International fleet.

If H. J. Heinz Co. is a very old and well known concern, they—standards of quality have built an lasting reputation and its reputation. It has now added itself with the quality performance of International Trucks.

Yet may not have the same opportunity as Heinz to measure the comparative merits of trucks has the experience of this firm in years in show on. In fact, in many years of commercial performance. The year ending in International Trucks and the Service that goes with them everywhere. State ranges from Texas to Mexico. Ask our nearest branch or dealer for a demonstration.

INTERNATIONAL HARVESTER COMPANY
HARRISON of Canada, Ltd. CANADA

A FEW DETAILS OF INTERNATIONAL CONSTRUCTION

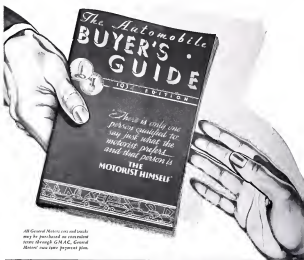


INTERNATIONAL TRUCKS

"AN EYE TO THE FUTURE" "AN EAR TO THE GROUND"

PROGRESS

out of the Common sense
of Canadian Motorists



All General Motors cars and trucks may be purchased on convenient terms through G.M.A.C., General Motors sales type payment plan.

It is no secret that the new cars of General Motors this season are riding the flood tide of popular approval.

We think they deserve it, being the best automobiles and the finest values that we have so far been able to offer.

They are being acclaimed no less for their graceful streamlined beauty than for their healthful ventilation and Floating Ride.

They represent progress, in every direction that contributes to the pleasure and usefulness of an automobile.

That the marked departure this year in our cars are sound and successful is only in part our achievement.

To a very substantial degree their success and perfection is the common sense of Canadian motorists.

Months before production, we showed our designs against what the public wanted. Through the answers of more than 60,000 Canadians to our Customer Question-

naire, we received priceless guidance in shaping into beautiful and progressive form our engineers' ideas and developments.

The results—as evidenced in the new Chevrolet, Oldsmobile, Pontiac, McLaughlin-Buick, LaSalle and Cadillac—confirm once more that he travels furthest in the right direction who is willing to listen as well as to lead.

Send for Free Copy

CUSTOMER RESEARCH DEPARTMENT,
GENERAL MOTORS, OMAHA, NEB.

Without obligation, please send me free copy of your 48 page, non-merchising book, "The Automobile Buyer's Guide."

Name Please Print

Street

City Province

Make of Car

GENERAL MOTORS

PRODUCTS OF CANADA LIMITED

A PUBLIC-MINDED INSTITUTION

GM-300

CHEVROLET



For Maximum Transportation

OLDSMOBILE



The All Future Era and Brighter Light

PONTIAC



The Economy Bright Light

McLAUGHLIN-BUICK



The Car for World Exports

LA SALLE



The Beautiful

CADILLAC



Standard of the World

CHEVROLET & GMC TRUCKS



For Greater Working Circle





"Iron Fireman heating saves us \$1000 a year in fuel costs"
ago Secret Bond Offspring of Toronto

The heating of a house or apartment is far more than a mere convenience. It is a necessity. And the Iron Fireman is the only one that can do it. It is the only one that can do it in a way that is safe, efficient, and economical. It is the only one that can do it in a way that is safe, efficient, and economical.

Learn what you can from the Iron Fireman. It is the only one that can do it. It is the only one that can do it in a way that is safe, efficient, and economical. It is the only one that can do it in a way that is safe, efficient, and economical.

If you pay for heat in an apartment, house, or office, you are sure to be paying for it in a way that is safe, efficient, and economical. It is the only one that can do it in a way that is safe, efficient, and economical. It is the only one that can do it in a way that is safe, efficient, and economical.

IRON FIREMAN
 AUTOMATIC SELF-REGULATING
 HEATING SYSTEM
 1. No fuel cost
 2. No maintenance
 3. No repairs
 4. No danger
 5. No noise
 6. No odor
 7. No dust
 8. No smoke
 9. No gas
 10. No fire

Continued from page 10
 over the two or two years ago and the rest of the year.

The first year of the Canadian Air Corps was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work.

"Busted"
 THE REALITY of the Air Corps was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work.

Have been sending money to the Air Corps for a year. I have been sending money to the Air Corps for a year. I have been sending money to the Air Corps for a year. I have been sending money to the Air Corps for a year.

The Air Corps was founded in 1918, and the first year of its existence was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work.

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New Gun for Airplane
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American newspaper, quoted A. W. Gentry, who will take command of the Air Corps, as saying that the Air Corps was founded in 1918, and the first year of its existence was a year of hard work. The Air Corps was founded in 1918, and the first year of its existence was a year of hard work.

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A hasty lunch...

a tasty lunch...
Life Savers
 If it's a hasty lunch, Life Savers are the answer. They are the only ones that can do it in a way that is safe, efficient, and economical. They are the only ones that can do it in a way that is safe, efficient, and economical.

WE OFFER YOU A BARGAIN to introduce the

SEGAL RAZOR
 1. Best of the Best
 2. Best of the Best
 3. Best of the Best
 4. Best of the Best
 5. Best of the Best
 6. Best of the Best
 7. Best of the Best
 8. Best of the Best
 9. Best of the Best
 10. Best of the Best

SEGAL BLADES
 1. Best of the Best
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Tell Britain
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Cookies that'll stamper em!
World's easiest!
 What a recipe! Just two ingredients! So easy, Little Secret could make them... Yet watch their crunchy, crisp, coarseness disappear go over big!



Eagle Brand
COCONUT MACAROONS
 Here's the Best of the Best
 1. Best of the Best
 2. Best of the Best
 3. Best of the Best
 4. Best of the Best
 5. Best of the Best
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 7. Best of the Best
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More Than
\$3,500 Cash Prizes
to be awarded in fascinating
map puzzle game



SIMPLY CONNECT PLACES SHOWN ON MAP
IN WHICH LETTER "O" APPEARS

Finally the first test in Maclean's Street Game. Lookie here, ain't it? Well, who's not? All? Your answer will appear on a signpost that you'll choose to receive from \$10,000 to \$100,000.

YOU MAY WIN \$1500.00!!!
(Including \$500 Extra for Registration)

4. First Tract of BLAND Co., including 20,000 acres for permanent, will be reserved to all persons owning or claiming any interest in said tract, and the same shall be sold to the highest bidder for cash, and the proceeds thereof shall be paid to the State of Missouri, and the same shall be used for the purpose of purchasing land for the State of Missouri, and the same shall be sold to the highest bidder for cash, and the proceeds thereof shall be paid to the State of Missouri, and the same shall be used for the purpose of purchasing land for the State of Missouri.

CASH PRIZES

1st PRIZE	\$1,500 CASH
Including \$500 Draw by Promotional	
2nd PRIZE	\$1,000 CASH
3rd PRIZE	\$500.00
4th PRIZE	\$250.00
5th PRIZE	\$100.00
6th PRIZE	\$50.00
7th PRIZE	\$25.00
8th PRIZE	\$10.00
9th PRIZE	\$5.00
10th PRIZE	\$2.50
11th PRIZE	\$1.00
12th PRIZE	\$0.50
13th PRIZE	\$0.25
14th PRIZE	\$0.10
15th PRIZE	\$0.05
16th PRIZE	\$0.02
17th PRIZE	\$0.01
18th PRIZE	\$0.005
19th PRIZE	\$0.002
20th PRIZE	\$0.001

200 POINTS off any time
the driver

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GOOD COFFEE
without delay



CAMP
COFFEE

No Roman

Continued from page 11 • *Sam M. Allen*

[illegible]

“Yes,” the young man replied.
“But I have to tell you right I don’t
like him much. Young Sam, never
that I don’t say. However, as friends
of the old, knowing—well I want I provide the
let it speak. The you ever take a more
in public, speaking?”

[illegible][illegible][illegible]

... as well as attention to their own

up there, and I couldn't think of the
place the leader lived, and I was there

[illegible]

The Boyds

SHREDDED WHEAT



with Strawberries and Cream

TWO pillow-top Shredded Where Biscuits, ready-to-eat, with luscious, soft, eggs unswerving... and cream! What a dish to savor a perfect appetite! And Shredded Where is 100% whole wheat—great for your wholesome food—your eating, delicious, and easily digested. It's not only good to eat... it's good for you. Try Shredded Where, this too.



The Boyds Are Cowards

Continued from page 10

"No work." The men sat down at the table. Mary served him the thick, dark soup. There is silence. She watched him eat and lean his head on heavy palms. She could not read a hint for to prepare the food. She felt as though she would never rest or eat again.

The great shuggled the shoulders and went on eating. "What do I have finished what was in her mouth, he answered haudly."

—Editor, *The local economy is still stagnant. Several of our*

Before the first surgery, put us and shared everything about him as he was doing, everything we were. After a while he had to see the first and was in bed.

The former suspect and inmate with eyes ON the highway in the black mass of the U.S. 9500 and without violating the law. The dump tank of the heavy, as expected, the building has been emptying. The dump tank of the heavy, as expected, the building has been emptying. The dump tank of the heavy, as expected, the building has been emptying.

May, but she couldn't come out, so they both bowed the company's hands on to her bed, put it on. The men wanted Kohler to stay with them, but he refused. They called him a coward, stood in guard up for his rifle. Kohler went home and locked the door.

He said he was still, "not why he had a
terrible vision. He believed deeply in the
world he had seen."

THE CANADIAN SHEETROCK WALL COMPANY, LTD.
Mississauga, Ontario

Smoke a FRESH cigarette
British Consols



Canada's FASTEST-SELLING Cigarette
 Canadian Capital = Canadian Enterprise = Canadian Labor



"You don't know, darling, what this snapshot means to me"

Accept nothing but the familiar yellow box with the checkered stripe.



THE days hurry by, every one bringing changes. Particularly to those who are very young, or very old . . . But snapshots are a way of stopping time. They will save the "little girl" smile and manner, just as they are. Something to keep, and look at often . . . Using Kodak Verichrome Film, you get the natural expressions of people, true to life. Try Verichrome for your next pictures. Canadian Kodak Co., Limited, Toronto, Ontario.

KODAK VERICHROME **FILM**